INDEX TO VOLUME 42: 2002

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INDEX TO VOLUME 42: 2002

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DONTHU, NAVEEN. *See* LUO and DONTHU.

DONTHU, NAVEEN, and DAVID I. GILLILAND. *The Single Consumer.* No. 6, pp. 77–84.

The authors profile the single consumer and investigate how single consumers differ from their married counterparts on a series of marketing–specific psychographic variables. Differences between those who are single by choice and those who are single by circumstance are also investigated.

DOU, WENYU, ULRIK "OLLIE" NIELSON, and CHEE-MING TAN. *Using Corporate Websites for Export Marketing.* No. 5, pp. 105–15.

To better serve international customers through the internet, exporters should strengthen their websites' communication or transaction capabilities by putting together the most appropriate site components.

ECHAMBADI, RAJ. *See* BALDINGER, BLAIR, and ECHAMBADI.

EDWARDS, STEVEN M. *See* LAFERLE, EDWARDS, and MIZUNO.

EHRENBERG, ANDREW, NEIL BARNARD, RACHEL KENNEDY, and HELEN BLOOM. *Brand Advertising as Creative Publicity.* No. 4, pp. 5–18.

Few advertisements change what the experienced consumer thinks, feels, or does. But as publicity, advertisements maintain the brand's salience and can at times nudge it.

EPHRON, ERWIN, and COLIN MCDONALD. *Media Scheduling and Carry-over Effects: Is Adstock a Useful TV Planning Tool?* No. 4, pp. 66–70.

Using presumed carry-over effects of past advertising to substitute for fresh advertising simply eats into brand growth. Experience shows that when advertising is working, the proper thing to do is to continue advertising.

FOX, RICHARD J. *See* KWAK, FOX, and ZINKHAN.

FRISBY, CYNTHIA. *Reaching the Male Consumer by Way of Daytime TV Soap Operas.* No. 2, pp. 56–64.

The purpose of this study was to provide clear insights into the function and meaning of television soap operas in everyday life, particularly for male viewers. Results suggest that male soap opera viewers watch daytime television because viewing makes them feel good, provides an escape, and helps aid in social conversations, namely with the opposite sex.

GEASON, JAMES A. *See* MORRIS, WOO, GEASON, and KIM.

GELB, BETSY D. *Market Patriotism: Advertising Dilemma.* No. 1, pp. 67–69.

If using a patriotic theme will distract from communicating a brand's important differential advantage, the trade-off is probably not worthwhile, but if a brand lacks a vivid differential advantage, a patriotic theme may prove wise.

GELB, BETSY D. *See* TORRES and GELB.

GILLILAND, DAVID I. *See* DONTHU and GILLILAND.

GOULD, STEPHEN TERENCE. *Simple Power Patterns in Response to Advertising.* No. 6, pp. 55–68.

Examining a variety of studies of advertising response, the simple power laws which have been shown to govern response to sensory and memorial in the psychological laboratory are shown to apply to advertising.

HALL, BRUCE. *A New Model for Measuring Advertising Effectiveness.* No. 2, pp. 23–31.

This paper develops a new theoretical model, built on recent developments in neuroscience and validated with business cases, and describes how advertising really works.

ILFELD, JOHANNA S., and RUSSELL S. WINER. *Generating Website Traffic.* No. 5, pp. 49–61.

The authors attempt to empirically determine what the factors are that drive traffic and brand equity in the internet space.

KAHLE, LYNN. *See* SUKHDIAL, AIKEN, and KAHLE.

KANSO, ALI, and RICHARD A. NELSON. *Advertising Localization Overshadows Standardization.* No. 1, pp. 79–89.

This study compares American and non-American subsidiaries in designing and implementing campaigns in two European countries.

KENNEDY, RACHEL. *See* EHRENBERG, BARNARD, KENNEDY, and BLOOM.

KENT, ROBERT J. *Second-by-Second Looks at the Television Commercial Audience.* No. 1, pp. 71–78.

Data from the expanding base of set-top boxes in digital cable TV systems can be used to address important concerns in television audience measurement.

KIM, CHOONG-RYUN. *Identifying Viewer Segments for Television Programs.* No. 1, pp. 51–66.

A three-step market segmentation scheme is presented that utilizes the program-viewing-pattern information in target audiences' viewing sets.

KIM, JOOYOUNG. *See* MORRIS, WOO, GEASON, and KIM.

KUSUMOTO, KAZUYA. *Affinity-based Media Selection: Magazine Selection for Brand Message Absorption.* No. 4, pp. 54–65.

An optimizer is useful for quantitative multimedia packaging, but qualitative factors should be considered for brand-centric multimedia packaging.

KWAK, HYOKJIN, RICHARD J. FOX, and GEORGE M. ZINKHAN. *What Products Can Be Successfully Promoted and Sold via the Internet?* No. 1, pp. 23–38.

Internet involvement is positively related to overall internet purchasing, but attitude toward online advertising is not related. Also, internet involvement is more influential

than attitude toward online advertising in the context of online purchasing of specific products and services.

LABAND, DAVID N. *See* ABERNETHY and LABAND.

LAFERLE, CARRIE, STEVEN M. EDWARDS, and YUTAKA MIZUNO. *Diffusion of the Internet in Japan: Cultural Considerations.* No. 2, pp. 65–79.

Internet penetration rates and patterns of growth differ between the United States and Japan. American consumers have been faster to go online and prefer accessing the internet from home, while Japanese consumers were initially slower and were more likely to access the internet from work.

LAI, MENGKUAN. *See* WARDEN, LAI, and WU.

LECKENBY, JOHN D. *See* CANNON, LECKENBY, and ABERNETHY.

LIN, CAROLYN A., DAVID J. ATKIN, and ROBERT ABELMAN. *The Influence of Network Branding on Audience Affinity for Network Television.* No. 3, pp. 19–32.

The ongoing proliferation of programming sources greatly diversifies network viewing choice and may present a basis for viewer confusion in markets where stations switched affiliation.

LOCK, ANDREW R. *See* CORNELISSEN and LOCK.

LUO, XUEMING, AND NAVEEN DONTHU. *Response to Riedesel.* No. 2, p. 94.

Riedesel (2002) comments that the modeling of company sales and income as a function of the three types of media spending using Data Envelopment Analysis (DEA) by Luo and Donthu (2001) is questionable.

MCDONALD, COLIN. *See* EPHRON and MCDONALD.

MIZUNO, YUTAKA. *See* LAFERLE, EDWARDS, and MIZUNO.

MORRIS, JON D., CHONGMOO WOO, JAMES A. GEASON, and JOOYOUNG KIM. *The Power of Affect: Predicting Intention.* No. 3, pp. 7–17.

This robust study of over 23,000 responses to 240 advertising messages found affect is a strong predictor of attitude and planned action.

NELSON, MICHELLE R. *Recall of Brand Placements in Computer/Video Games.* No. 2, pp. 80–92.

This article presents results of experimental studies designed to assess game-players' recall of and attitudes toward brand placements within electronic games.

NELSON, RICHARD A. *See* KANSO and NELSON.

NIELSEN, ULRIK "OLLIE." *See* DOU, NIELSEN, and TAN.

OLSON, ERIK L. *See* THJØMØE, OLSON, and BRØNN.

O'NEILL, HARRY. *See* TUCKEL and O'NEILL.

PELTIER, JAMES, JOHN A. SCHIBROWSKY, DON E. SCHULTZ, and JOHN DAVIS. *Interactive Psychographics: Cross-Selling Opportunities in the Banking Industry.* No. 2, pp. 7–18.

This paper presents the findings from a study designed to investigate the use of "interactive psychographics" to develop cross selling strategies.

PELTIER, JAMES, JOHN A. SCHIBROWSKY, and DON E. SCHULTZ. *Leveraging Customer Information to Develop Sequential Communication Strategies: A Case of Charitable-Giving Behavior.* No. 4, pp. 23–41.

This article depicts the development of a comprehensive model that combines attitudinal, motivational, psychographic, and behavioral data to understand interactive relationships.

POLTRACK, DAVID F. *See* ASSAEL and POLTRACK.

PROSSER, ELISE. *How Early Can Video Revenue Be Accurately Predicted?* No. 2, pp. 47–55

Despite the media's fascination with opening box-office revenue, it is the second week of theatrical revenue that is the best predictor of rental and sell-through video revenue.

PRUITT, STEPHEN W. *See* CLARK, CORNWELL, and PRUITT.

RIEDESEL, PAUL. *Comment on "Benchmarking Advertising Efficiency" by Xueming Luo and Naveen Donthu.* No 2, p. 93.

While Data Envelopment Analysis (DEA) may be a worthwhile technique, one of the applications that is reported in the article by Luo and Donthu makes a very questionable assumption.

RODGERS, SHELLEY, and KENNON SHELDON. *An Improved Way to Characterize Internet Users.* No. 5, pp. 85–94.

The Web Motivation Inventory (WMI) was developed to assess four primary internet motives. The four motives—researching, communicating, surfing and shopping—emerged for both student and non-student samples.

RODGERS, SHELLEY, and QIMEI CHEN. *Post-Adoption Attitudes to Advertising on the Internet.* No. 5, pp. 95–104.

Top executives in advertising, marketing, new media, and public relations were surveyed concerning their post-adoption attitude toward internet advertising.

SCHIBROWSKY, JOHN A. *See* PELTIER, SCHIBROWSKY, and SCHULTZ.

SCHIBROWSKY, JOHN A. *See* PELTIER, SCHIBROWSKY, SCHULTZ, and DAVIS.

SCHULTZ, DON E. *See* PELTIER, SCHIBROWSKY, and SCHULTZ.

SCHULTZ, DON E. *See* PELTIER, SCHIBROWSKY, SCHULTZ, and DAVIS.

SHAO, ALAN T. *See* BAO and SHAO.

SHEEHAN, KIM BARTEL. *Of Surfing, Searching, and Newshounds: A Typology of Internet Users' Online Sessions.* No. 5, pp. 62–71.

The most popular types of sessions include the Email Session, where the majority of online time is spent reading and sending email and the Mini Search Session, where the majority of online time is spent searching for specific information content.

SHELDON, KEN. *See* RODGERS and SHELDON.

STERN, BARBARA. *The Importance of Being Ernest: A Tribute to Dichter.* No. 4, pp. 19–22.

The article is about Ernest Dichter's legacy of motivation research (MR) to advertising practice and research.

SUKHDIAL, AJAY, DAMON AIKEN, and LYNN KAHLE. *Are You Old School? A Scale for Measuring Sports Fans' Old-School Orientation.* No. 4, pp. 71–81.

A primary goal of sports marketers is to engender fan identification with a team and/or its athletes. This study investigates a unique value dimension along which fans identify with teams and athletes—the old school–new school dimension.

TAN, CHEE-MING. *See* DOU, NIELSEN, and TAN.

TAYLOR, CHARLES R. *What Is Wrong with International Advertising?* No. 6, pp. 48–54.

Recent literature falls short both in terms of advancing our theoretical understanding of international advertising and in providing information that might help managers make better decisions. This article identifies common problems that have hindered advancement of knowledge in this area and provides suggested directions for future research on international advertising topics.

THJØMØE, HANS MATHIAS, ERIK L. OLSON, and PEGGY SIMCIC BRØNN. *Decision-making Processes Surrounding Sponsorship Activities.* No. 6, pp. 6–15.

This paper describes the findings from a sample of large Norwegian businesses on how they define sponsorship, how much they spend and where, why they sponsor, and how they mange their sponsorship activities.

TORRES, IVONNE M., and BETSY D. GELB. *Hispanic-targeted Advertising: More Sales?* No. 6, pp. 69–75.

This study tests the idea that for companies spending significant dollars advertising in Hispanic media, the per-dollar payoff for increasing spending in those media exceeds a parallel payoff for increasing the total advertising budget.

TUCKEL, PETER, and HARRY O'NEILL. *The Vanishing Respondent in Telephone Surveys.* No. 5, pp. 27–48.

This paper considers recent changes in the two major components of nonresponse in telephone surveys: noncontact and unwillingness to participate in an interview.

VERTINSKY, ILAN. See ZHOU, ZHANG, and VERTINSKY.

WARDEN, CLYDE A., MENGKUAN LAI, and WANN-YIH WU. *How Worldwide Is Marketing Communication on the World Wide Web?* No. 5, pp. 72–84.

This research explores whether English or the local language is more effective in a firm's product over the web.

WEILBACHER, WILLIAM H. *Weilbacher Comments of "In Defense of the Hierarchy of Effects."* No. 3, pp. 48–49.

The author refutes each of the straw-man issues that Barry says Weilbacher's 2001 paper "sets up." By answering each of these issues, Weilbacher rejects Barry's critique of his paper and questions whether Barry actually understood or even read Weilbacher's article.

WELLS, WILLIAM D. *See* CHEN, CLIFFORD, and WELLS.

WILSON, ELIZABETH J. *See* WOODSIDE and WILSON.

WINER, RUSSELL. *See* ILFELD and WINER.

WOO, CHOONGMOO. *See* MORRIS, WOO, GEASON, and KIM.

WOODSIDE, ARCH G., and ELIZABETH J. WILSON. *Respondent Inaccuracy.* No 5, pp. 7–18.

The inaccurate nonbuyer is a respondent who reports buying but, in fact, did not buy. Respondent inaccuracy may be manifested as a result of two different cognitive processes—telescoping and projecting.

WU, WANN-YIH. *See* WARDEN, LAI, and WU.

YOUNG, CHARLES. *Brain Waves, Picture Sorts, ® and Branding Moments.* No. 4, pp. 42–53.

This paper shows that brain-wave measurements and picture sorts® measure two fundamentally different aspects of how TV advertising works.

ZHANG, WEIJIONG. *See* ZHOU, ZHANG, and VERTINSKY.

ZHOU, DONSHENG, WEIJIONG ZHANG, and ILAN VERTINSKY. *Advertising Trends in Urban China.* No. 3, pp. 73–81.

The Chinese advertising market has expanded in the past decade at an average annual rate of over 40 percent. The sustainability of such a rapid growth and the effectiveness of advertisements depend, in part, on the general attitudes of the public toward advertising.

ZINKHAN, GEORGE M. *See* KWAK, FOX, and ZINKHAN.

Book Reviews

GELB, BETSY. *Small-Scale Research* by Peter T. Knight. No. 4, p. 82.

LIVINGSTON, SHARON. *Qualitative Market Research: A Comprehensive Guide* by HY MARIAMPOLSKI. No. 1, p. 90.

PRINGLE, LEWIS. *The Ultimate Secrets of Advertising* by JOHN PHILIP JONES. No. 5, p. 117.

WATTS, MARILYN. *Marketing to the Mindset of Boomers and Their Elders* by CAROL MORGAN and DORAN J. LEVY. No. 6, p. 85.

Editorials by Arthur J. Kover

A Bounty of Diversity. No. 3, p. 5

Decisions. No. 6, p. 5

A Question about Brands. No. 1, p. 5.

Readability. No. 2, p. 5.

A Voice Crying in the Wilderness? No. 5, p. 5.

*What **Does** Advertising Do?* No. 4, p. 5.